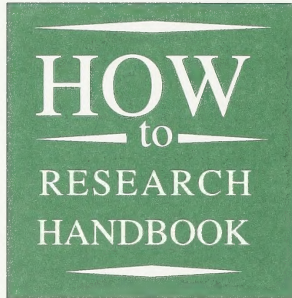


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HOW *to* RESEARCH HANDBOOK



LANDING ON MY CAREER TARGET



The information in this publication is current as of December 31, 1993. This information may change. We recommend that you check with the appropriate agencies regarding their services.

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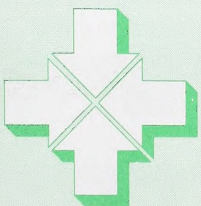
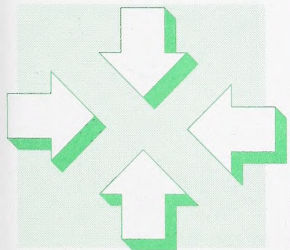
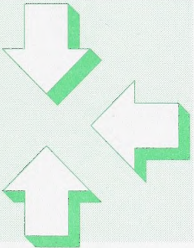
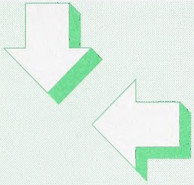
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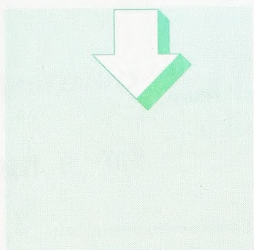
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Why is Research Important to Me?



How Can Research Help Me Land on Target?

The career planning process helps me see my choices. If I choose a new career I need to know how to prepare myself. The career planning process has 5 steps. They are outlined below. Going through each step gives me information I can use to find out what I want to do. Research is a part of each step. The more information I can gather at each step, the more likely I will find a career that fits for me.

Step 1: Self Information

Finding out my values, interests and skills

Step 2: Identifying Alternatives

Finding out my options

Step 3: Exploring Options

Finding out more about my options

Step 4: Deciding

Finding out what my next step will be

Step 5: Action Planning

Taking the next step

The Career Planning Process

Life is a journey with many destinations. Career planning helps me find out how to reach those destinations. Career planning is an ongoing process. Circumstances in my life always change, so I may need to be ready to move towards a new destination. This means I'll need to set a new career target. As long as I continue to grow, I will continue to set new targets and travel towards new destinations. Research will help me land on those targets and prepare me to move towards new ones.

Research will help me find the information I need to make decisions that fit for me.



Why is Research Important to Me?

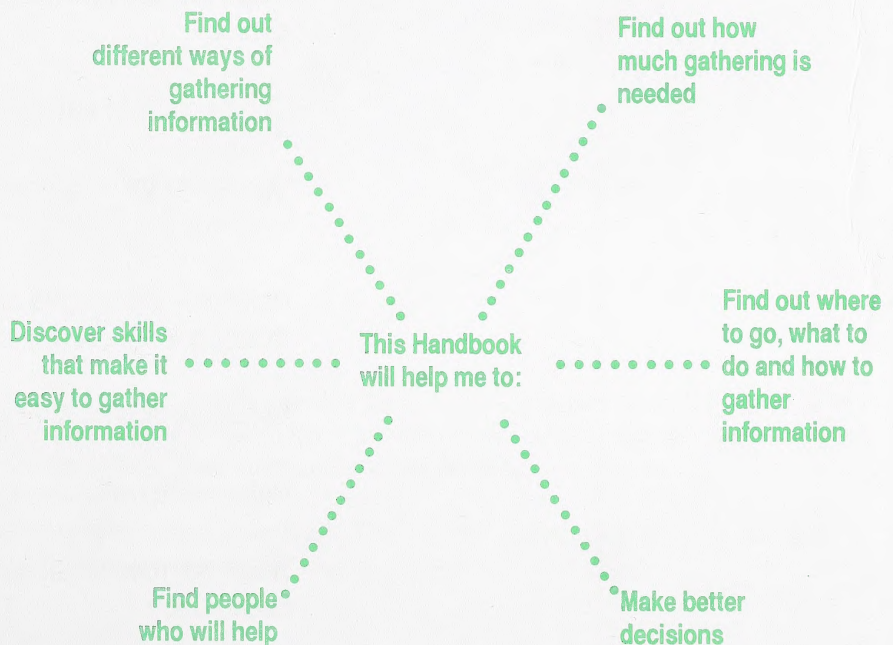


Sonya's Story

Sonya is 35 years old and emigrated from Poland two years ago. In Poland, Sonya was a medical doctor with several years experience. She speaks English quite well. She has found out that her papers from Poland do not allow her to practice medicine in Canada. Sonya has decided to find out what her options are. She has completed the first two steps of the career planning process. She now wants to spend some time finding out more about what her options are. She knows she will have to research each step of the career planning process to make sure she makes the right decision. Sonya doesn't have a lot of time and money to waste following options that won't work. That's why she is using the ideas in this handbook to help her find out the information she needs to know to land her on her career target.

What is This Handbook About?

This handbook is about how to research career choices. It shows how to use research to find out what one needs to know to make better decisions.



This Handbook will teach me how to research my options.



Why is Research Important to Me?

What Is Research?

Research is another word for gathering information. The more information I gather, the closer I get to my career target. Research skills help me make my own decisions. For example, research can mean talking to people about their jobs and asking them the right questions to get the information.

Research is easier than I might think. Every time I talk to someone I can be doing research; it can be as easy as that!

Research skills help me find my direction.

Research:

- Helps me find details about my choices.
- Lets me explore choices with little risk.
- Helps me see more in each choice.
- Can be used in any job.
- Opens me up to new ways of learning.
- Helps me change old patterns of thinking that keep me in a rut.
- Helps me create other choices.
- Helps me handle change better.
- Helps me make healthy life decisions.

Research skills help me find facts to work with.

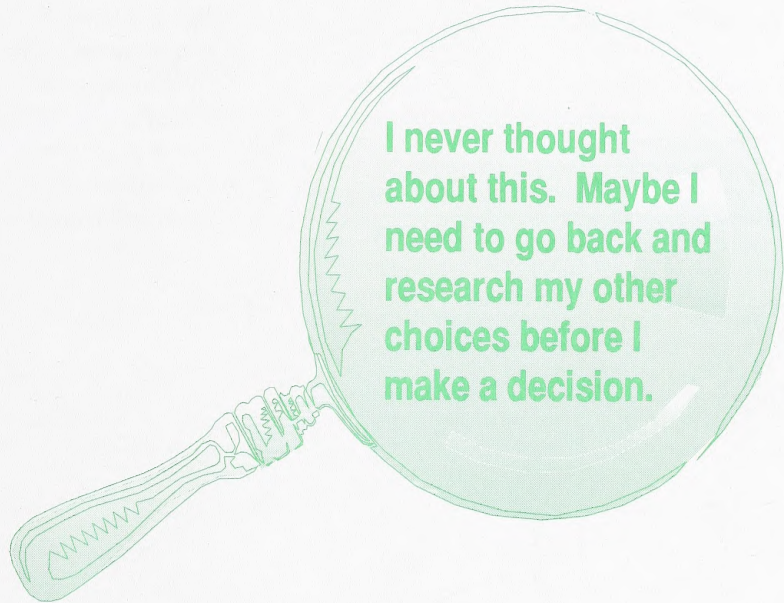


Why is Research Important to Me?

Why is Research Important to Me?

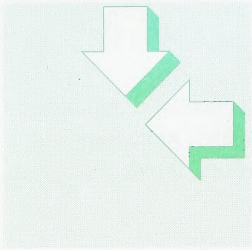
My career is important to me. I want to make good decisions; decisions that are best for me. To make good decisions I need information. Research helps me find the information I need. The more I know about my career choices, the easier it is to pick one.

By doing research I may find out that I'm not heading in the right direction. Research will give me advance warning so that I can adjust my career decisions and still land on target. For instance, if I know the qualifications I need before I start upgrading, I will not be surprised later.



I know whenever I make a decision I take a risk -- maybe it'll work out, maybe it won't. Research helps me to know what to expect before I decide. Research gives me information so I can make an informed decision.

Gathering information takes time. The more time I spend on research, the more likely I will land on my career target.



Where Do I Go to Find Out More?



Research is More than Just Books

When I think of research, I might see myself in the library digging into volumes of books. But research is more than just books. There are many different ways to research and there are many places I can go to find out what I need to know. For example, when I meet a friend for coffee I might talk about some of the choices I'm considering. My friend might share something with me that changes my whole perspective. Research is gathering information anywhere, any time, with anyone.

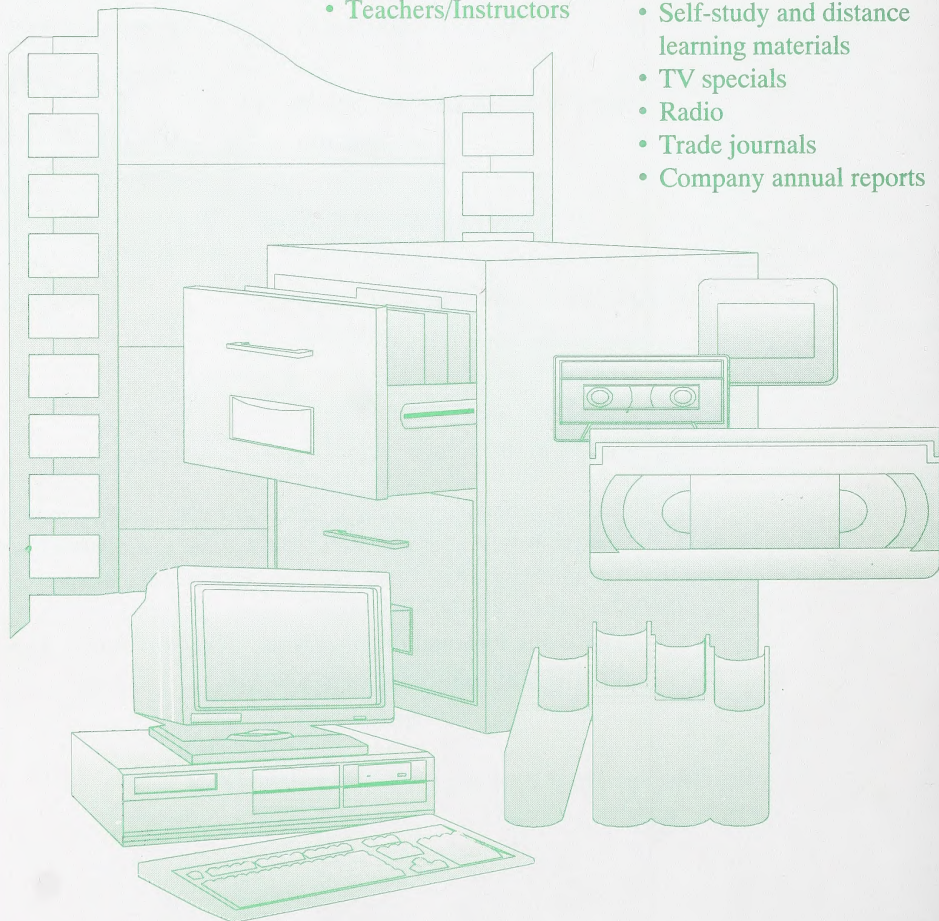
I Can Get Information From:

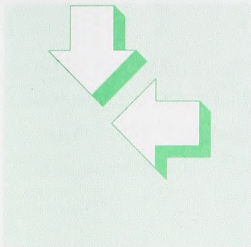
People:

- People I know
- People in the occupation
- Career counsellors and career consultants
- Employers
- Teachers/Instructors

Media:

- Newspapers
- Books
- Magazines
- Videos
- Audiotapes
- Computer programs
- Self-study and distance learning materials
- TV specials
- Radio
- Trade journals
- Company annual reports





Where Do I Go to Find Out More?



I Can Get Information From:

Provincial/Federal Government Departments/Agencies:

Alberta Advanced Education and Career Development

- Students Finance Board
- Career Development Centres/ counselling agencies
- Labour Market Information Centres (LMICs)
- Apprenticeship Information

Alberta Education

- Student Evaluation

Alberta Economic

Development and Tourism

- Entrepreneurship, small business

Youth Employment Centres

Canada Employment Centres

People such as:

- Coaches
- Counsellors
- Druggists
- Postal carriers
- Dentists
- Doctors
- Chiropractors
- Former employers
- Co-workers
- Casual acquaintances
- Supervisors
- Hairstylists
- Strangers such as clerks, customers, waitresses, bus/ cab drivers
- Bus passengers and sports spectators

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Libraries
Public Libraries
Information Centres

Career Information Hotline:

1-800-661-3753

Within Alberta

Edmonton

422-4266

Special interest groups

Educational institutions:

- Universities
- Colleges
- Technical institutions
- Institutes
- Teachers, professors, instructors and classmates

People at special occasions:

- Family
- Friends
- Relatives
- Parents of friends

Businesses, Unions, Professional and Trade Associations

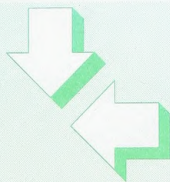
Community organizations and agencies:

- Volunteers
- Members
- Coordinators
- Associates

Workshops and conventions:

- Workshop participants and speakers

<https://archive.org/details/howto researchhan00albe>



Where Do I Go to Find Out More?

Linda's Story:

Linda is a 25 year old currently in an upgrading college program. She wants to be a nurse. When Linda started to think about where she can get information. She took the list on page 7 and started looking. She looked in the Yellow Pages first. Then she called the Career Information Hotline to find out more. Here's the list she came up with:

Provincial/Federal Government Departments/Agencies:

Alberta Advanced Education and Career Development

- Students Finance Board
- Career Development Centres
- Labour Market Information Centres

Alberta Education

- Student Evaluation
- Canada Employment Centres
- Job boards

Career Information Hotline:

1-800-661-3753
Within Alberta
Edmonton
422-4266

Educational Institutions:

- Nursing schools, colleges and universities
- Grande Prairie Regional College
- Grant MacEwan Community College
- Keyano College
- Lethbridge Community College
- Medicine Hat College
- Red Deer College
- University of Alberta
- University of Calgary
- Edmonton General Hospital
- Foothills Provincial Hospital
- Royal Alexandra Hospital
- University of Alberta Hospitals

Registered Nurse

People such as:

- Nurses in hospitals, clinics and community health centres
- Hospital administrators
- Doctor Jones
- Acquaintances who know someone in the health care field
- Family and friends

Unions and Professional Associations:

- Alberta Association of Registered Nurses (AARN)
- United Nurses of Alberta (UNA)

Libraries

- Health libraries
- Nursing school libraries
- Labour Market Information Centres
- Public libraries

Places such as:

- Hospitals
- Clinics
- Community health centres
- Fitness centres
- Urban health units
- Nurses fairs
- Conventions
- Workshops

People at special occasions:

- Family
- Friends
- Relatives



Joe's Story:

Joe is 30 years old and a custodian in a school. He wants to get into a trade. When Joe started to think about where he can get information this is what he came up with.

Where Do I Go to Find Out More?

Provincial/Federal Government Departments/Agency:

- Alberta Advanced Education and Career Development
 - Students Finance Board
 - Career Development Centres
 - Labour Market Information Centres
 - Apprenticeship information
- Alberta Education
 - Student Evaluation
- Canada Employment Centres
 - Job boards

Career Information Hotline:

1-800-661-3753
Within Alberta
Edmonton
422-4266

Educational Institutions:

- Northern Alberta Institute of Technology (NAIT)
- Southern Alberta Institute of Technology (SAIT)

People such as:

- Machinist in machine shops
- Millwrights
- Tool and die makers
- Uncle Ted who is a machinist
- Family and friends

Unions and trade associations:

Libraries

- Labour Market Information Centres

Places such as:

- Machine shops
- Fabricating/manufacturing industries
- Trade fairs

People at special occasions:

- Family
- Friends
- Relatives
- Parents of children's friends

Machinics



Where Do I Go to Find Out More?



Information From People

The People Who Might Be Able to Help Me:

- People I work with
- People I have worked with
- Friends
- Family, relatives
- Acquaintances
- People who are currently working in a job and/or in an occupational area I am interested in
- People who have worked in a job and/or in an occupational area I am interested in
- People who have worked with people in the field I am interested in
- People at government offices and community agencies
- People in special interest groups
- Career counsellors and consultants at Alberta Career Development Centres
- Career counsellors who work with community agencies
- Career counsellors and consultants who work with private companies
- Past employers
- Present employer
- Employers in the areas that I am interested in
- Professional and trade associations
- Trainers, instructors or professors in the field I am interested in

How Will I Contact These People:

- Make a list of the people I want to contact. Include employers and people from associations
- Make a plan of who I will call and when
- Decide which people I am just going to call and talk to on the telephone and which people I want to meet with to discuss my needs in detail
- Decide which people I will call first
- Write down questions I am going to ask before making the calls
- Check out the annual reports of companies I'm interested in. Libraries and Labour Market Information Centres (LMICs) carry copies of the latest annual reports
- Find out which companies and associations I would like to contact



Where Do I Go to Find Out More?



Some Questions I Might Ask:

- Do you know someone who might be able to help me?
- Where do I find more information on...?
- What has been your experience?
- Do you have any tips you would be willing to share with me?
- I am interested in a career/job that is similar to what you are doing. Would it be possible to meet with you for 20 minutes to ask you some questions about what you do?
- What are your expectations of someone applying for a position here?
- Would you be open to me doing an information interview with some of your staff? (See page 23 on information interviewing)
- Would you be comfortable having me job shadow you or one of your staff? (See page 24 on job shadowing)

Where Do I Find Out More:

- Call the Career Information Hotline and ask for information on what services are available. This hotline has been set up to answer any questions about career planning and job search. In Edmonton, call 422-4266. The toll free number is 1-800-661-3753. (within Alberta.)
- Student Finance Board at Advanced Education and Career Development has pamphlets available for adults considering student loans. In Edmonton, call 427-2740. Elsewhere in Alberta, call the Government RITE operator. Check the phone book for the number.
- Call the Tribal Administration Office for information on funding or training for Native groups. Funding may be available from your Band.
- Call community agencies and ask what services they offer. Check the Yellow Pages and ask other people if they know a good place to go.
- Call the career planning centres in universities, colleges, agencies and technical schools, such as:
 - University of Alberta in Edmonton, University of Calgary, University of Lethbridge and Athabasca University
 - Community colleges such as Mount Royal, Olds, and Grant MacEwan
 - Technical institutes such as NAIT and SAIT
 - Workers' Compensation Board
 - Alberta Vocational Colleges (AVCs)
 - Youth Employment Centres
 - Canada Employment Centres
- Call the local union which may have counsellors available for a wide range of services.

Important Things to Think About:

Where Do I Go to Find Out More?



Alberta Advanced Education and Career Development has Career Development Centres which offer a variety of workshops free of charge, including the following:

- Career Planning
- Children, Challenges and Choices: Single Moms Planning Tomorrow
- Choices Preparation
- Finding Your Job
- Identifying Your Skills
- Increasing Your Job Satisfaction
- Interviews
- Making a Change
- Occupational Choice
- Transitions
- Resumes

Where Do I Go to Find Out More?



Information From Media

Newspapers, Books, Magazines, Trade Journals, Videos, Audiotapes, Computer Programs, Self-Study and Other

What Subjects to Look For:

- Career planning
- Job search
- Writing resumes and covering letters
- Future trends
- Occupations
- Labour market information
- Business
- Workplace
- And more

Where to Get This Information:

- Libraries, Labour Market Information Centres (LMICs), bookstores and news stands carry copies of daily newspapers from a variety of cities and a wide variety of books, publications and other recent materials.

Important Things to Check Out:

- Check the classified ads section daily for information on which jobs are in demand
- Check the business section to find out what future trends are occurring, possible opportunities for employment and information on the labour market
- Other sections in the newspaper carry information on new developments and job opportunities as well as information on how to live a more balanced lifestyle
- Beware of the "no experience necessary" ads in the classified sections. This usually indicates poor wages or straight commission work
- Beware of books and publications that claim to have all the answers
- Check the publishing date to make sure that the book or the publication is recent
- Ask people who work in libraries and LMICs the titles of books or publications they think will be helpful. "Where is the book published?" Is it Canadian or American? Who is the publisher?
- Recognize that some of the sources might be limited in focus; they may only show one point of view. It is important to follow several leads to increase your perspective



Which Research Method Will Work Best For Me?



Getting Started

Before I get started gathering the information I'll need to make some decisions about the direction I'm heading, I'll need to answer some questions. What am I trying to find out? What are my options? What are my skills and interests? What are my needs? What do I expect?

List of What I am Trying to Find Out





What Research Method Will Work Best For Me?



What are Some Research Methods I can Use?

There are many different methods I can use to gather the information I need to land on target. Some methods work better than others. It helps to organize myself so that I'll know what kind of information I do need to make, which research method I'll want to use and how I'm going to keep track of all the information gathered. The lists I make will answer questions such as: what am I trying to find out, what are my interests, needs, skills and values, who are the people I can contact and what kinds of questions can I ask.

Research Methods:

- Informational interviews
- Job interviews
- Collecting leads
- Job shadowing
- Volunteering
- Part-time experience
- Apprenticeship training
- Part-time small business ventures
- Preparing for a job interview

Keeping Track:

- Index cards
- Personal journals
- Binders
- Spreadsheets
- Media lead cards
- Contact sheets/cards



Which Research Method Will Work Best For Me?



Ways to Keep Track of the Information Gathered

To use the information I'm gathering, I'll need to keep track of it. It's easier than I might think. First, I need to find a system that works for me. Then I need to try it out to see if it fits my style.

There are many ways to keep records. A few ideas are listed below and on the next page:

Index Cards:

Index cards are a useful way to organize information. Index cards are also one of the more popular ways to keep track of information. They're small, easy to file and easy to find. They also come in a variety of colours, making it easy to colour code types of information. Blue cards can be for information gathered by phone, yellow can be for in person information interviews and so on.

Personal Journals:

Keeping a personal journal is a powerful way to chart my course. Journals work really well for writing down ideas. Thoughts and feelings can flow through the pen onto the paper.





What Research Method Will Work Best For Me?





Which Research Method Will Work Best For Me?



Media Leads

Sometimes I will hear about an interesting prospect on radio or television or read something in a magazine at the doctor's office. These are all important leads to keep track of. One of the ways I keep track is to use index cards or a binder.

Mario's Story

Mario is 40 years old and has been looking for a change for the last two years. He wants to try something different and has been collecting information on what interests him. Mario has always wanted to write a book using his photography. Here's a sample of one of his media leads.

Media Leads:

*Sheila Baker - Public School Board
Radio talk show - Feb. 14
Topic: Write a travel book with
photographs and short stories. She wrote the
book for fun and is now selling her books
across Canada and starting to get a market...*

My Turn:

Contact Person:
Where to Contact the Person:
Source of the Lead:
Date:
Topic:



What Research Method Will Work Best For Me?



Keeping Track of Ideas

Getting an idea of what interests me is one of the best ways to find out where I can look to find out more information. I can use a scrapbook or a binder to keep track of media clippings from magazines and newspapers. One scrapbook can be used for future trends, another can be used for occupations and careers that interest me.



I keep track of the date of the clipping, where it came from (source) and what interests me about the clipping so that later I can look back and get the information quickly.

Date of the Clipping:

Source of the Clipping:

What Interests Me About this Clipping:



Which Research Method Will Work Best For Me?



Contacting People

Jill's Story:

Jill is 20 years old and is just starting to move towards a career. She's interested in going to university to be an engineer. She filled out the contact sheet below with all the people she could think of.

People:	Names:	Phone Numbers:
Family:	<i>Mom and Dad</i>	<i>482-0000</i>
	<i>Hilde and Bob</i>	<i>492-0000</i>
	<i>Uncle Harry</i>	<i>452-0000</i>
Friends:	<i>Irene</i>	<i>422-0000</i>
Acquaintances, doctors, dentists, lawyers, accountants, bankers, politicians, teachers, supervisors, employers, pastors/ ministers, colleagues:	<i>John</i>	<i>432-0000</i>
	<i>Henry,</i>	<i>442-0000</i>
	<i>Nova</i>	<i>462-0000</i>
	<i>Gunther and Carol</i>	<i>472-0000</i>
	<i>Randy</i>	<i>481-0000</i>
	<i>Marian</i>	<i>491-0000</i>
	<i>Johan</i>	<i>431-0000</i>
Other leads:	<i>Dr. Singh</i>	<i>421-0000</i>
	<i>Pierre</i>	<i>411-0000</i>
	<i>Angus and Jenny</i>	<i>483-0000</i>
	<i>Linda</i>	<i>471-0000</i>
	<i>Nancy</i>	<i>461-0000</i>
	<i>John</i>	<i>451-0000</i>



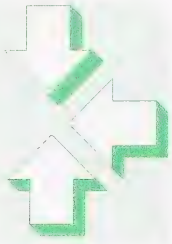
What Research Method Will Work Best For Me?



My Turn

At any step of the career planning process I can make a contact sheet. I can change it as I go from one step to another. However, a contact sheet really works well at Steps 1 and 2, *Identifying Alternatives and Exploring Options*. Below is a contact sheet I can use to keep track of all the people I will contact for my research:

People:	Names:	Phone Numbers:
Family:		
Friends:		
Acquaintances, doctors, dentists, lawyers, accountants, bankers, politicians, teachers, supervisors, employers, pastors/ministers, colleagues:		
Other leads:		



Which Research Method Will Work Best For Me?



Contact Card

Once I've made my list of contacts, I'll need to think about what I'm going to say to each of the people I contact.

Jill filled hers out for each of her contacts. The sample below is one she completed after she called her Uncle Harry. Uncle Harry is a computer programmer in a large company.

Name: Uncle Harry Phone: 452-0000

Date of Call: Jan. 22

What I Said:

I'm looking into a career in computers. Do you know someone who could help me to find out more about what I need to do to get into computers?

What has your experience been like in computers?

What Contact Said:

Uncle Harry was excited about me wanting to go into computers. He gave me two names of people to talk to. Jennifer is a systems analyst who works with Uncle Harry and Bud is a computer programmer ...

My Turn:

Name: _____ Phone: _____

Date of Call: _____

What I Said:

What Contact Said:



What Research Method Will Work Best For Me?



Information Interview

The information interview is used to gather detailed information on specific choices. I don't have to risk very much when I do an information interview. All I have to do is find out who I want to interview, set up a list of questions I want to ask, contact the person and do the interview. By doing information interviews I get used to talking to people. I am the one asking the questions so it is much more comfortable than a job interview. This is a good way to become familiar with the workplaces and people I may see in future job interviews.

The information interview can be done from many points of view. I can interview the people I know to find out how they can help me. I can interview people who work in the field that I am interested in. Another interesting way to use the information interview is when I have actually been interviewed for a job and didn't get the job. I call the interviewers to find out why I didn't get the job. This gives me valuable information on whether I need more qualifications or more experience. I might even find out that I was perfect for the job but there was someone already in place and the interview was just a formality.

Be Prepared:

- Write out the list of questions before the information interview.
- Bring the list of questions, some paper, a pen and a clipboard to write on.
- Be courteous, ask for only 10 minutes and be punctual. Start and end the meeting according to the timelines set.
- Tell the person why he or she is being interviewed.
- Send a thank you note.

Possible Questions:

- How did you get interested in this kind of work?
- What qualifications and skills do you have and need for this kind of work?
- How did you get hired?
- How would you describe a typical day at work?
- What is the most exciting and interesting part of this work for you?
- What is the least exciting and interesting?
- What are some of the challenges or problems you face in this kind of work?
- What attitudes are important to have in this kind of work?
- May I call you again?





Which Research Method Will Work Best For Me?



Other Research Methods

There are other ways to find out more about my choices and options:

Maria's Story

Job Shadowing:

Maria is 35 years old and works in a retail clothing store. Maria has always wanted to have her own picture framing business. She went to a picture framing studio to ask if she could "shadow" or watch the owner for a couple of days. The owner said he had no problem. Maria followed him around and took notes on what he did. She stayed out of his way most of the time. There were moments when she was able to ask him questions about what he was doing and how situations or the work might be handled differently. Maria found out a lot about owning a small business. Maria had gained first hand experience in a small business with little risk to herself. The day after she finished shadowing the owner, she sent him a thank-you note.

Training On-The-Job:

Maria decided that she wanted to train with the owner. She went back to the owner and asked if she could work on weekends and Thursday evenings without being paid. She wanted to learn more about the business and also about the skills of framing pictures. The owner said yes and Maria started the following weekend.

Starting a Part-Time Small Business:

As Maria got better at framing pictures she decided to invest in some courses. She found a studio which offered picture framing classes and allowed students to rent space and equipment. The graduates of the training program obtained a special discount so Maria enrolled. Within two months, all of Maria's friends were asking her to frame their pictures. She was getting referrals from other people. Maria banked the money in a special account and when she had enough, she started to purchase equipment. She set up an office and workroom in her basement. Maria was in her own small business and still working at her daytime job. She knew it was just a matter of time before she would be quitting her job to go into business for herself full-time.



What Research Method Will Work Best For Me?



Lee's Story

Volunteering:

Lee has been a partsman in the automotive industry for 30 years. At 50 years of age, Lee feels trapped, because his family depends on his salary. He's tired of doing the same job for so many years. A friend of his had been trying to get Lee to join a community club that does a lot of work with young children. Lee finally decided to join and is now actively involved in coordinating fund-raising. Lee is finding out that he really likes being in charge of something as important as fund-raising. Lee's meeting all kinds of people in the community, people he would never have known before. The other day Lee was chatting with one of the people who had given a donation. The person asked Lee if he wanted to come and work for her as a project coordinator. Lee was stunned; he never expected anything like this from just volunteering.

Joan's Story

Part-Time Work:

Joan has worked as a manager in the same company for 20 years but now at 55 she feels that she is not totally satisfied. She has always wanted more from life but never seemed to find the time. The other day she was walking by a flower shop that was advertising for part-time help. Joan has done flower arranging as a hobby for years. Something pulled her inside the shop and before she knew it she was asking about the part-time work. She didn't want to quit her job because she needed the income. She did want to try something else, something more fulfilling. Joan is now working at the flower shop on Thursday nights and all day Saturday. She's noticed a real difference in how she feels about her life and her job. Her family has noticed that Joan is happier than she has been in years.





What Do I Do With the Results of My Research?



Evaluating My Opportunities

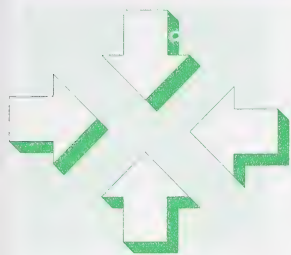
Now that I've found out what I need to know about each of my choices, I need to evaluate them. Do my choices fit my values, interests and skills? Will these choices land me on target? Will they be challenging enough? Will I enjoy them?

Steve's Story

Because he has recently been laid off from a company where he was working as a technical writer, Steve is now looking for a new career. He has always been interested in working with people. He has gathered information on three occupations he would like to try and has completed an evaluation on each of them. The check marks mean that there is a match between the career choice and his values, interests or skills.

Important to Me - Values, Interests, Needs:	Option 1: <i>Trainer</i>	Option 2: <i>Evaluation Specialist</i>	Option 3: <i>Group Director/Coordinator</i>
<i>Learning itself</i>	✓		
<i>Self-using myself</i>	✓	✓	
<i>Working a career from employment</i>	✓	✓	✓
<i>Being independent</i>			✓
<i>Teaching others</i>	✓		✓
<i>Working with people</i>	✓	✓	✓
<i>Working with problems</i>	✓	✓	
<i>Helping others</i>	✓		
<i>Using my strengths</i>	✓	✓	✓
<i>Working with people</i>	✓		✓
Skills I want to Use:			
<i>speaking</i>	✓		
<i>reactive</i>	✓	✓	✓
<i>people-oriented</i>	✓	✓	✓
<i>ask taking</i>	✓		
<i>consulting</i>		✓	✓
<i>teaching</i>	✓		
<i>writing</i>	✓		

When Steve looks at his evaluation chart, he finds that the career of a trainer is the one that satisfies most of his important values, needs, interests and skills. If he chose either of the other two options, he would not be as satisfied. Now he needs to go back and find out what the necessary requirements are for being a trainer. He may need to get some schooling or special training to gain the qualifications and experience to land on his target.



What Do I Do With the Results of My Research?

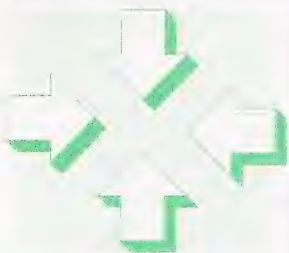


Margaret's Story

Margaret is in her mid thirties. She has been working as a secretary for the last six years with a large company. She has worked for a temporary employment agency and she is tired of working for people who don't appreciate her. Margaret has always wanted to form her own business in word processing. She completed her chart below on her top two choices: own her own business in word processing or being executive assistant.

Important to Me - Values, Interests, Needs:	Option 1:	Option 2:	Option 3:
	<i>Small Business Owner</i>	<i>Executive Assistant</i>	
<i>having independence</i>	✓		
<i>using creative expression</i>	✓	✓	
<i>having a sense of accomplishment</i>	✓	✓	
<i>help others</i>	✓	✓	
<i>having prestige</i>	✓	✓	
<i>influencing others</i>		✓	
<i>challenging problems</i>	✓	✓	
<i>creativity</i>	✓	✓	
<i>having recognition</i>	✓	✓	
Skills I want to Use:			
<i>proofreading, editing</i>	✓	✓	
<i>being creative</i>	✓	✓	
<i>being with people</i>	✓	✓	
<i>counselling</i>		✓	
<i>consulting</i>	✓	✓	
<i>teaching</i>	✓		
<i>interviewing for information</i>	✓	✓	
<i>motivating others</i>		✓	
<i>making arrangements</i>	✓	✓	

When Margaret looks at her evaluation chart, she finds that either option satisfies most of her important values, needs, interests and skills. Now she needs to go back and find out what she needs to become either an entrepreneur or an executive assistant. She may need to obtain some schooling or apprentice with someone first to gain the qualifications and experience to land her on target.



What Do I Do With the Results of My Research?

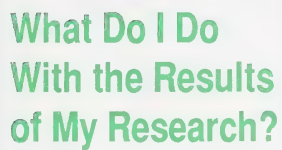


John's Story

John is a security guard and at age 55 has started planning for retirement. He's not sure what he wants to do when he formally leaves the world of work. In his research, he has come up with a couple of options. He could become a volunteer or pursue his dream of woodcarving. John has his evaluation chart below.

Important to Me - Values, Interests, Needs:	Option 1:	Option 2:	Option 3:
	Volunteering	Woodcarving	
helping others	✓		
forming friendships	✓		
knowing myself	✓	✓	
using creative expression		✓	
having a sense of accomplishment	✓	✓	
having independence		✓	
challenging problems	✓	✓	
being with people	✓		
having excitement		✓	
Skills I want to Use:			
designing		✓	
using carpentry abilities		✓	
portraying images		✓	
generating ideas		✓	
visualize		✓	
traveling	✓		
planning, organizing	✓	✓	
working on freedom	✓		
using problem solving	✓	✓	

When John looks at his evaluation chart, he finds that both options satisfy different aspects of his important values, needs, interests and skills. John will probably do a combination of both options in his retirement. What he wants to do right now is get prepared. He's decided to find out more about volunteering and the kinds of volunteer organizations that are out there. He's also enrolled in a wood carving course once a week to get him started on his dream of carving figures. John is well on his way to landing on his target.



I can use this chart to help me find out which option is the best for me.

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How Does Research Help Me to Land on Target?

Landing on Target

Throughout the research process I have gathered information that has helped me to find out what my target looks like. If I'm able to see my target and know what it is, I can make plans to take action to get there. However, if I've found out that the choices I researched don't fit me at all, I may need to go back to some of my other choices and dig deeper to find out more. Either way, I know much more now than when I started gathering information.

Don's Story

Don has been doing carpentry work for over 20 years. But now he's tired of being laid off every four or five months. He wants something more steady and secure. Don went for career counselling and found out about his values, needs, interests and skills. He then researched some choices and found several that seemed to fit him. He picked three to dig a little deeper into. He found that these three choices did not meet his values, needs, interests and skills very well. So, Don has gone back to his other choices and decided to gather more information on each of them.

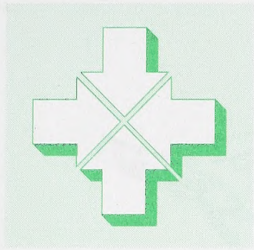
Don has found what he doesn't want to do. At first he was really frustrated with that. He felt he'd never land on his target. But he changed his view and discovered that knowing what he doesn't want to do is just as important as knowing what he wants to do. When he looks at his next set of choices, he can already tell which ones will not fit him. He feels more confident that his target is coming into view. He knows that the more information he can gather, the clearer his target will become. Don is ready to find out more.

Narinder's Story

Narinder is a 25 year old who took a break from university in her third year because she was unsure of what she wanted to do. She worked for two years in the field of training and development with a friend who owns her own business. Narinder has discovered that she really enjoys editing and proofreading other people's writing. She has decided to pursue a career in this direction. She has found her target and is now gathering information on how she can get more education and experience in this career.

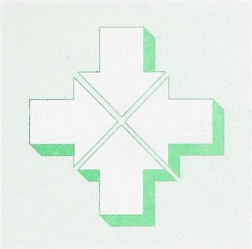
Research is About Landing on Target

The career planning process helps me make choices. These choices started me thinking about some questions I would need answers for. I found out that there are many ways to research and many places to find out more. Research has given me many of the answers I need to take action. Some of those answers led me to more questions. Some of the answers surprised me. My research told me what I needed to do to land on my career target.



Notes





Notes



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